

WHDH Boston (WHDH)		
By Broadcast Month	Spots	Rate
Oct. 2012	22	\$45,300.00
Grand Total:	22	\$45,300.00

Date Entered 10/11/12
 Last Modified 10/11/12
 Entered By Charles Shelbler
 CO-OP No
 Headline #
 Demo
 Order Type Normal
 Package Deal
 Commission % 15.00
 Commission \$6,795.00
 Net Total \$38,505.00
 Sales Tax

Contract # 48629
 Schedule Dates 10/12/12-10/21/12
 Advertiser NATIONAL EDUCATION ASSOCIATION (3568)
 Agency Ken Swope (1115)
 Product POLITICAL ISSUE (1052)
 Brand Est 500 10/8-10/21 (28094)
 Salesperson Shiebler, Charles (1011)
 Sales Office WHDH
 Buyer Name /
 Phone/Fax
 CPE 500
 Account Types Local/Political Issue Agency
 Billing Type Standard
 Comments



WHDH-TV
 7 Bulfinch Place
 Boston, MA 02114-2977

Ken Swope
 135 Bass Point Rd
 Nahant, MA 01908

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/12/12-10/12/12	1	:30	6A- 7A (ET)	1					1			1	\$2,500.00	\$2,500.00	WHDH Boston (WHDH)		10/11/12
2.0	Normal Line / SPOT	10/12/12-10/12/12	1	:30	1P- 2P (ET)	1					1			1	\$2,000.00	\$2,000.00	WHDH Boston (WHDH)		10/11/12
3.0	Normal Line / SPOT	10/12/12-10/12/12	1	:30	3P- 3:30P (ET)	1					2			2	\$1,500.00	\$3,000.00	WHDH Boston (WHDH)		10/11/12
4.0	Normal Line / SPOT	10/12/12-10/12/12	1	:30	7P- 8P (ET)	1					2			2	\$3,000.00	\$6,000.00	WHDH Boston (WHDH)		10/11/12
5.0	Normal Line / SPOT	10/12/12-10/12/12	1	:30	12:35A- 1:35A (ET)	1					1			1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		10/11/12
6.0	Normal Line / SPOT	10/14/12-10/14/12	1	:30	12:30A- Extra Weekend	1						1		1	\$900.00	\$900.00	WHDH Boston (WHDH)		10/11/12
7.0	Normal Line / SPOT	10/21/12-10/21/12	1	:30	12:30A- Extra Weekend	1						1		1	\$900.00	\$900.00	WHDH Boston (WHDH)		10/11/12
8.0	Normal Line / SPOT	10/15/12-10/19/12	1	:30	5:57A- 7 News Today in New England	3	X	X	X	X	X			3	\$2,500.00	\$7,500.00	WHDH Boston (WHDH)		10/11/12
9.0	Normal Line / SPOT	10/15/12-10/19/12	1	:30	12:57P- Days of our Lives	3	X	X	X	X	X			3	\$2,000.00	\$6,000.00	WHDH Boston (WHDH)		10/11/12
10.0	Normal Line / SPOT	10/15/12-10/19/12	1	:30	3P- 3:30P (ET)	3	X	X	X	X	X			3	\$1,500.00	\$4,500.00	WHDH Boston (WHDH)		10/11/12
11.0	Normal Line / SPOT	10/15/12-10/19/12	1	:30	7P- 8P (ET)	3	X	X	X	X	X			3	\$3,000.00	\$9,000.00	WHDH Boston (WHDH)		10/11/12
12.0	Normal Line / SPOT	10/15/12-10/19/12	1	:30	12:37A- LATE NIGHT WITH JIMMY FALLON	1	X	X	X	X	X			1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		10/11/12

Accepted-Agency/Advertiser:		Date:	Accepted-Station	Date:	Comments:
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